



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203-1907

Contract # 335825

Schedule Dates 10/11/12-10/14/12
Advertiser Pol/S DelBene/D/Congress (16588)
Agency Media Strategies & Research (1583)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Blakely, Dave (1018)
Sales Office KIRO-TV
Buyer Name
Phone/Fax /
CPE EST #12327
Account Types Local/Political
Billing Type Standard
Comments

Date Entered 10/04/12
Last Modified 10/08/12
Entered By Sarah Cook
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,290.50
Net Total \$29,979.50
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Oct. 2012	23	\$35,270.00
Grand Total:	23	\$35,270.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/11/12-10/11/12	4	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)					1				1	\$445.00	\$445.00	Seattle (KIRO)		10/4/12
2.0	Normal Line / Spot	10/11/12-10/12/12	5	:30	7A- CBS THIS MORNING					1	1			2	\$150.00	\$300.00	Seattle (KIRO)		10/4/12
3.0	Normal Line / Spot	10/11/12-10/11/12	2	:30	9:57A- PRICE IS RIGHT					1				1	\$935.00	\$935.00	Seattle (KIRO)		10/4/12
4.0	Normal Line / Spot	10/11/12-10/12/12	4	:30	3P- 4P (PST)					1	1			2	\$160.00	\$320.00	Seattle (KIRO)		10/4/12
5.0	Normal Line / Spot	10/11/12-10/12/12	3	:30	4P- 4:58P (PST)					1	1			2	\$600.00	\$1,200.00	Seattle (KIRO)		10/4/12
6.0	Normal Line / Spot	10/11/12-10/12/12	3	:30	4:58P- KIRO 7 EYEWITNESS NEWS @ 5P					1	1			2	\$850.00	\$1,700.00	Seattle (KIRO)		10/4/12
7.0	Normal Line / Spot	10/11/12-10/11/12	3	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P					1				1	\$800.00	\$800.00	Seattle (KIRO)		10/4/12
8.0	Normal Line / Spot	10/12/12-10/12/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P						1			1	\$800.00	\$800.00	Seattle (KIRO)		10/4/12
9.0	Normal Line / Spot	10/12/12-10/12/12	3	:30	6:58P- ENTERTAINMENT TONIGHT						1			1	\$725.00	\$725.00	Seattle (KIRO)		10/4/12
10.0	Normal Line / Spot	10/12/12-10/12/12	3	:30	7:27P- THE INSIDER						1			1	\$725.00	\$725.00	Seattle (KIRO)		10/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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11.0	Normal Line / Spot	10/11/12-10/12/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM					1	1			2	\$1,500.00	\$3,000.00	Seattle (KIRO)		10/4/12
12.0	Normal Line / Spot	10/13/12-10/13/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM							1		1	\$1,500.00	\$1,500.00	Seattle (KIRO)		10/4/12
13.0	Normal Line / Spot	10/14/12-10/14/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM								1	1	\$1,500.00	\$1,500.00	Seattle (KIRO)		10/4/12
14.0	Normal Line / Spot	10/12/12-10/12/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN						1			1	\$720.00	\$720.00	Seattle (KIRO)		10/4/12
15.0	Normal Line / Prime	10/11/12-10/11/12	2	:30	7:56P- 9P (PST)					1				1	\$7,500.00	\$7,500.00	Seattle (KIRO)		10/8/12
16.0	Normal Line / Prime	10/12/12-10/12/12	2	:30	10P- BLUE BLOODS						1			1	\$6,500.00	\$6,500.00	Seattle (KIRO)		10/8/12
17.0	Normal Line / Prime	10/13/12-10/13/12	3	:30	9P- CRIMETIME SATURDAY							1		1	\$1,600.00	\$1,600.00	Seattle (KIRO)		10/8/12
18.0	Normal Line / Prime	10/14/12-10/14/12	3	:30	9P- THE GOOD WIFE								1	1	\$5,000.00	\$5,000.00	Seattle (KIRO)		10/8/12

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